

IDPH / IARC HEALTHY IOWANS PROGRAM

Asset Mapping Training

The Healthy Iowans Program

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- Partnership between IDPH & Iowa Association of Regional Councils (IARC)
- COGS
 - ▣ Facilitate the Asset Mapping Process
 - ▣ Help establish and work with a steering committee
 - Identify community health related projects (i.e. community garden, trail, playground, activity programs, etc.)
 - Develop an Action Plan & Budget
 - Submit project information to IDPH for funding approval
 - Complete IDPH progress reports
 - Document who is invited and who attends meetings, asset information and action plan/budget

The Award

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- Communities
 - ▣ \$10,000 for healthy activities and/or nutrition projects
- COGS
 - ▣ \$3,600 for administration
 - ▣ \$871 for Environmental Assessment

The Process

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- Form a Steering Committee
- Determine key community leaders and invite them to the Asset Mapping Session
- Complete Asset Mapping Process
 - ▣ Determine Assets already in the Community
 - ▣ Determine Priorities & Set Action

What is Asset Mapping?

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- An "asset-based" approach to community development
 - ▣ Identifies and mobilizes available resources
 - ▣ Emphasizes the idea of starting with the positive, i.e., *what is* available from within the community to address the issue or concern rather than starting with a list of *what isn't available*
 - ▣ community members are **co-learners** and **co-creators** of the entire process

What is Asset Mapping?

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- Community members provide information and observations about their community
 - ▣ These observations generate a conversation about:
 - Existing assets
 - Connections between existing assets
 - New connections to be made to strengthen health in your community
- Result: Create a vision for a healthier community

Step 1. Steering Committee

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- Create a Steering Committee
 - ▣ Reach out to people you may already know or believe would be interested
 - ▣ Have them make suggestions for members of the steering committee
 - Local people know who needs to be at the table
 - Look for existing local coalitions around health, food and recreation issues and activities
 - Look for connections to local service organizations
 - Suggest community member who can “get things done” and act as champions for the process & projects

Why invite influential people?

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- ❑ Involve the community
- ❑ Access to community history
- ❑ Gain support
- ❑ Lend credibility
- ❑ Sway opinions
- ❑ Access to resources

Ideas for Steering Committee Membership

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- ❑ ISU Extension
- ❑ Hospitals (most have wellness or outreach programs)
- ❑ Public Health
- ❑ Churches
- ❑ Economic Development/Chamber of Commerce
- ❑ City government/Park & Rec Departments
- ❑ Schools – Wellness programs
- ❑ Non profit organizations concerned with agriculture
- ❑ Stores and farmer's market vendors/managers

Steering Committee

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▣ Goals:

- Provide names & contact info of those who might be interested in healthy activities/nutrition
 - Members of existing organizations or groups might provide a core group to work with the steering committee
- Invite people to the Asset Mapping session
- Spread the word throughout the community
- Help develop the work plan and budget
- Complete projects in the work plan, if needed

Setting Up Asset Mapping Meeting

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- ▣ Steering Committee Sets a time & date for Asset Mapping session
 - A light meal may be provided (process takes 2-3 hours)
 - Optimal number in attendance approximately 15-30
 - Steering committee members are each asked to get commitments from three additional people to attend Asset Mapping
 - Reminder postcards mailed or E-mailed to steering committee members & the three people they each invited
 - Develop a list of others to send invitations also
 - Post flyers around town
- ▣ Press Release to Local Newspaper – Public Invited

Who To Invite to Asset Mapping

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- Mayor, City Administrator, City Council Members, Park & Rec Director & Board Members
- Chamber of Commerce Director
- School Wellness Coordinator / PE Teachers/Superintendent
- Bankers
- Business Owners
- DNR
- Economic Development Professionals
- Doctors and medical professionals
- Members from Various Civic Organizations
- County Supervisors
- Clergy
- ISU Extension Staff / 4-H leaders and members
- Public Health Staff
- Hospital Marketing / Wellness Director
- Senior Center Manager & Senior Citizens
- Before & After School Program Director/ Childcare providers
- County Conservation
- Fitness Center Owners / Managers
- Active people (Biking, running, canoeing, tennis, skate boarding, or other activity enthusiasts)
- Movers & Shakers from the community
- Students
- Farmers Market Director and/or famers/participants/master gardeners

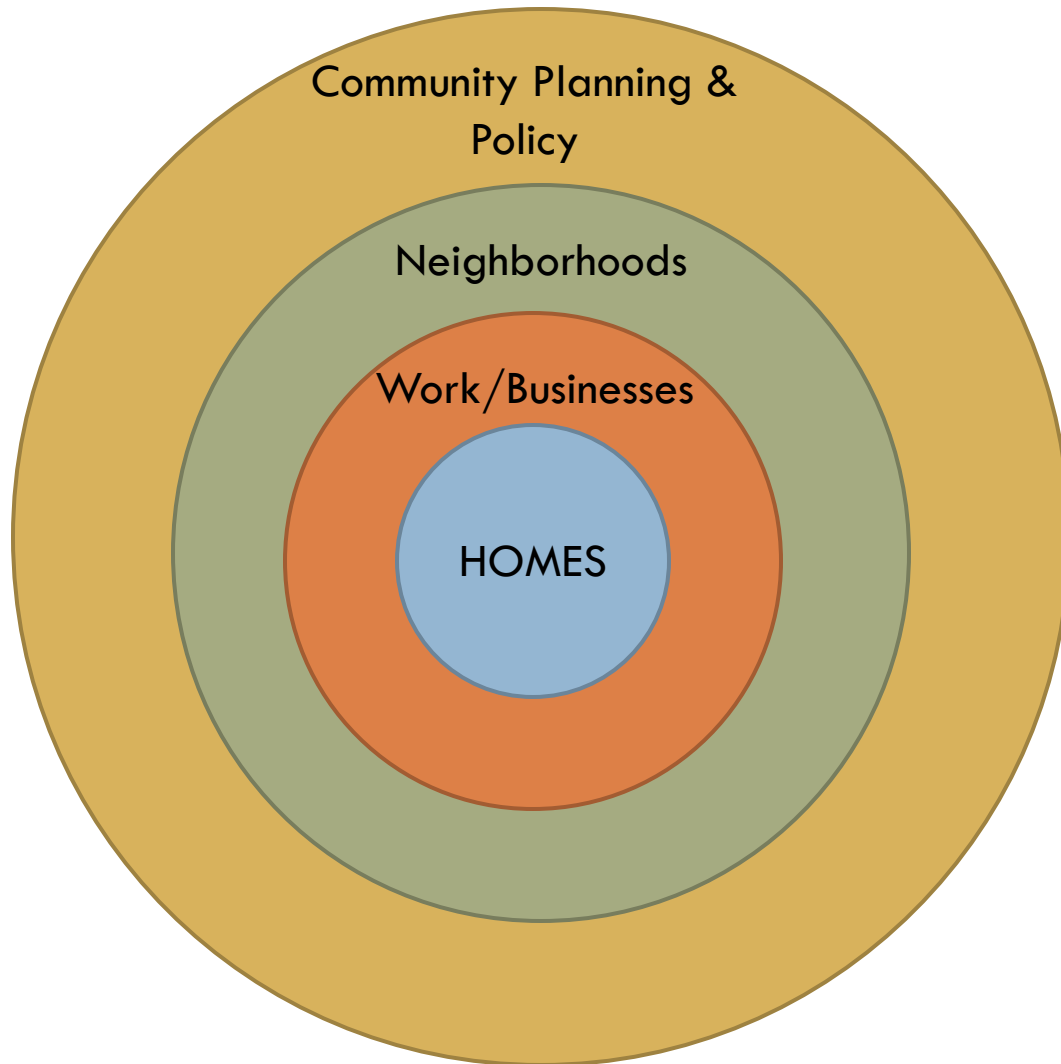
What is Asset Mapping?

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- Community members provide information and observations about their community
 - ▣ They know their community best
- These observations generate a conversation about:
 - ▣ Existing assets
 - ▣ Connections between existing assets
 - ▣ New connections to be made to strengthen health in your community
- **Result: Create a vision for a healthier community**

Asset Mapping Looks like this.

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Asset Mapping

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- Data Gathering
 - ▣ Assets
 - ▣ Connections
- Sharing the knowledge and perceptions of community members, leaders, and stakeholders
- A conversation to gather experience and expertise rather than presenting information as an expert
- Connections around the table are important

Asset Mapping

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- Look for the experience of the community
 - ▣ No judgment
 - ▣ Just Describe the situation
 - ▣ No problems are defined or discussed

Asset Mapping

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- Goal
 - ▣ Revelation of what fosters health in the community
- Outcome
 - ▣ Take the information collected and find new ways to connect and live in the community
 - ▣ Build capacity for action

What do we map (list)?

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- Nutrition Assets
- Physical Activity Assets
- Levels
 - Home
 - Work/Business
 - Neighborhoods
 - Community Planning & Policy
- Brainstorming

Then What happens?

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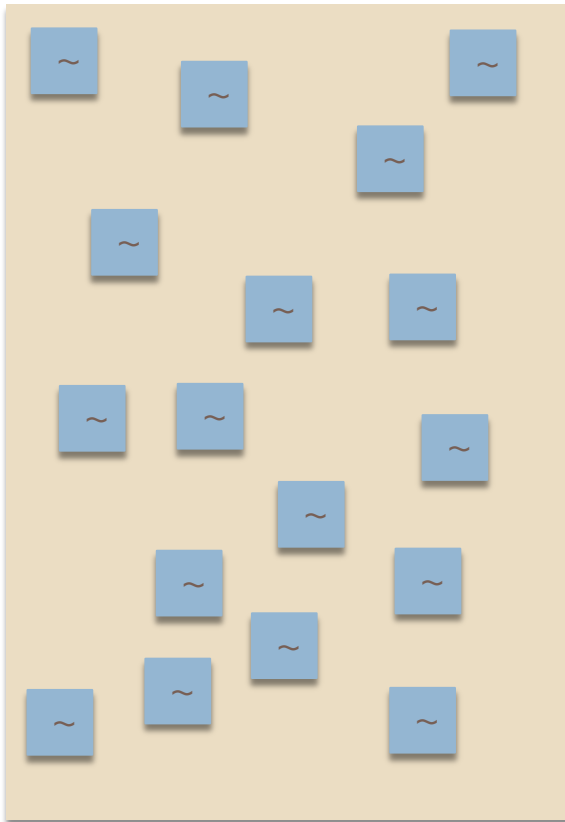
After Completion of Listing all the assets within the community and brainstorming, the steering committee does the following:

- Observe & Review Connections
- Continue Brainstorming/Sorting/Naming
- Shared knowledge and perceptions as Community Members, Leaders, and Stakeholders
- Visioning/Planning

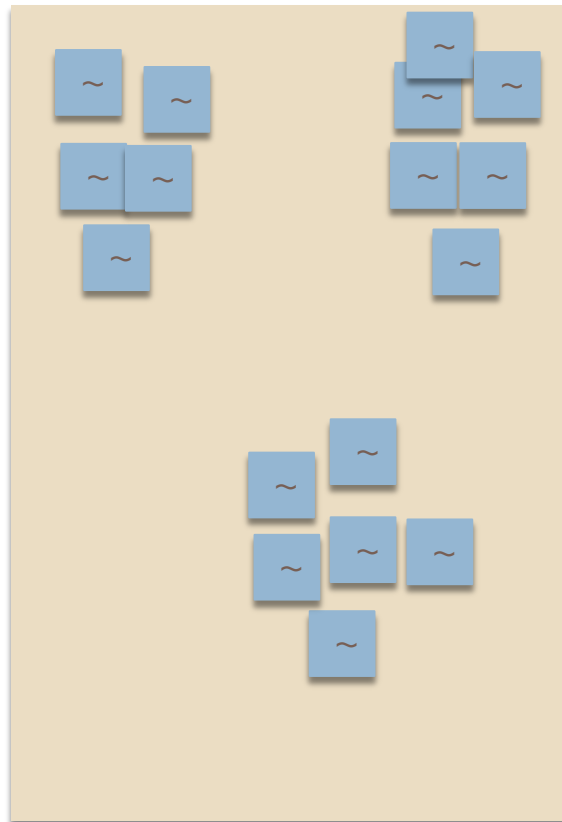
The Process

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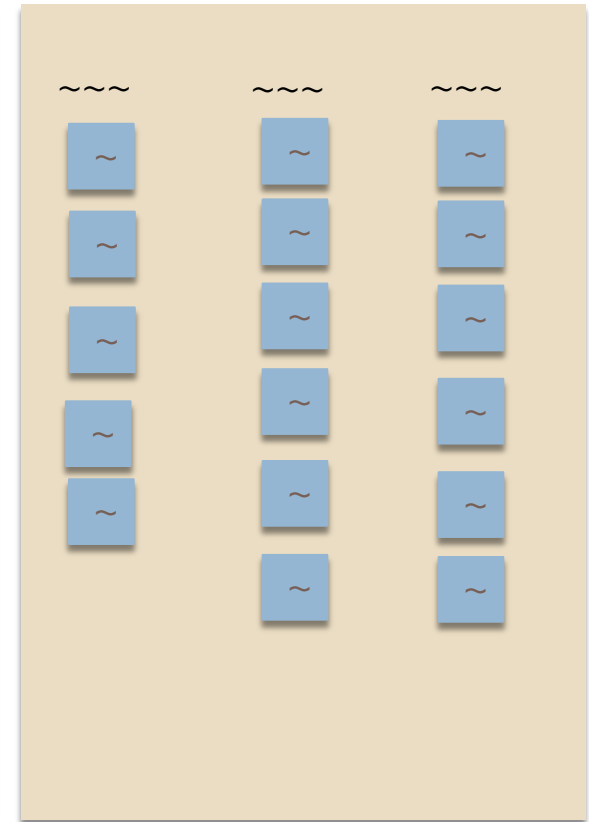
Brainstorming



Sorting



Naming



Brainstorming

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- Ask the group, “How can this City get to a future it desires?”
 - ▣ All ideas generated are written on our laptop/projector for everyone to see
 - Putting each idea right onto a Post-It Note would also work, especially with a smaller group
 - ▣ Everyone present is given the opportunity to share their ideas and each idea is recorded
 - ▣ New ideas were also added by the steering committee at the following meeting
 - The Asset Mapping meeting made people think & talk and several new ideas surfaced

Sorting

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- Sorting will generally take place at a steering committee meeting following the Asset Mapping
 - ▣ Round 1:
 - NO TALKING
 - All the ideas suggested during brainstorming (each was written on a post-it note) are sorted into groups
 - Ideas are sorted based on relationships identified by the participants
 - Round 2:
 - ▣ Sort the ideas again, and try to find the best groups
 - This time the group members may speak to each other

Naming

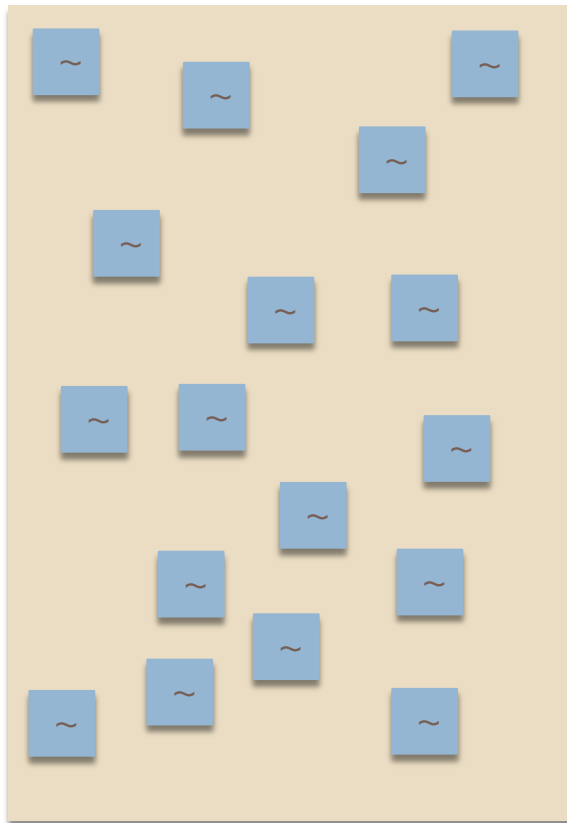
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- Organize the groups created into long strips
- What would be an appropriate name for each of these groups?
 - ▣ Names should be broad “strategic directions”
 - ▣ Focus on HOW something would get done
 - ▣ e.g. a group with lots of ideas about activities with kids or schools could be “Work With Youth”

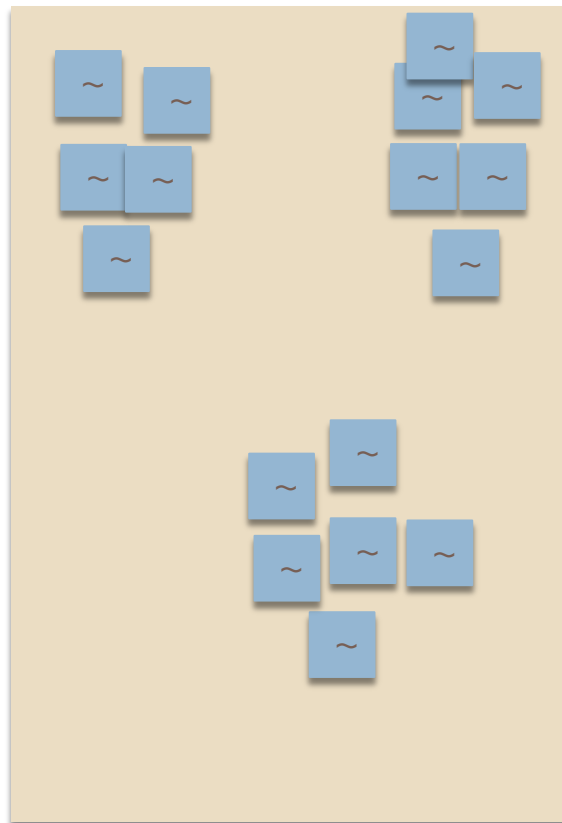
Review of the Process

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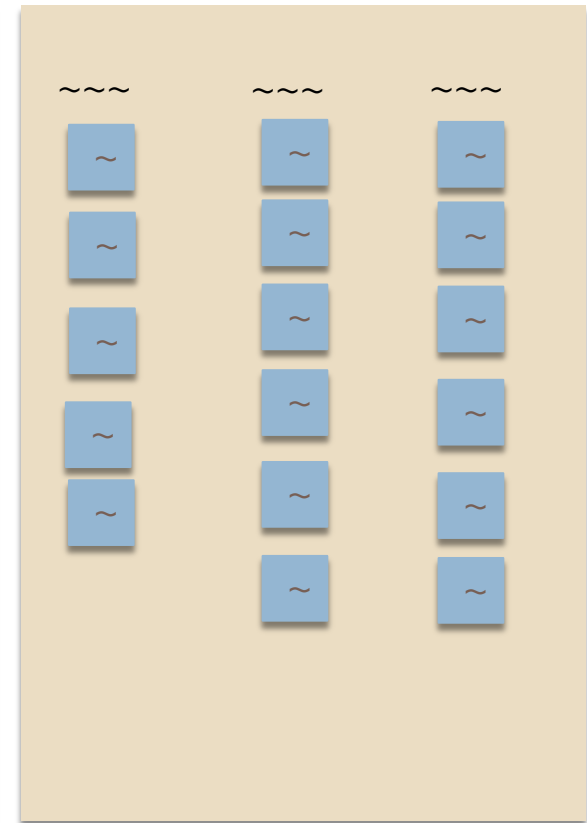
Brainstorming



Sorting



Naming



Prioritize Activities & Identify Partners

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- Use the named groups as a foundation for discussions about Strategic Directions
- A brief visioning session can be used to frame these Strategic Directions
 - ▣ The steering committee will complete “action” matrices for each Strategic Direction
 - ▣ The group will start to define the “how, who, when, where” of these directions

Matrices

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- Complete “matrices” to help prioritize the community’s projects
 - ▣ Action Matrices – Difficulty vs. Impact
 - ▣ Logistics Matrices – Who/What/Where/When, etc

Sample Action Matrix

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Improve Community Facilities and Programs for Healthy Living

		Difficulty		
		Easy	Medium	Hard
Impact or Benefit to the Community	High		<ul style="list-style-type: none"> * Increase access to school gymnasium * Purchase and construct new backstop at little league fields * VERB Program for youth 	<ul style="list-style-type: none"> * Swimming pool improvements * Create new Recreation Center * FFA Greenhouse
	Medium			
	Low			<ul style="list-style-type: none"> * Purchase additional fitness equipment for the school facilities

Sample Action Matrix

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Enhance Existing Recreational Trail Network

		Difficulty		
		Easy	Medium	Hard
Impact or Benefit to the Community	High			<ul style="list-style-type: none"> * Make connections between existing trails * Improve the crossing by the caboose trail
	Medium	<ul style="list-style-type: none"> * Repair damaged bridge at Poe Hollow 		
	Low	<ul style="list-style-type: none"> * Feasibility study for additional trails 		<ul style="list-style-type: none"> * Build new walking trail around the Hospital Complex

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What the Matrices Revealed

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- The Action and Logistics Matrices help the group decide which projects to pursue & who would be involved
 - ▣ Some projects surfaced as ideal for the funding available
 - ▣ Other projects fell into various other categories:
 - Project too difficult or costly to accomplish with these funds
 - Project desirable but using other funding made more sense
 - Project should be pursued by the group at no cost
 - Project provides very limited impact on community
 - Project to be completed later pending identification of other funding sources

Results

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- Work Plan
- Projects Identified
- Partners Identified for different aspects of the project
- Timeline established

Contact Info

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